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Everbearing Strawberry

OCTOBER Shortcake



OF
LONG MEMORY

WITH THE
"Everbearing"
Strawberry
AS INSPIRATION

DES MOINES NURSERY COMPANY
DES MOINES, IOWA

RECIPE

FOR

Good Shortcake

The recipe for a good shortcake starts out like the good old recipe for a rabbit-pie. First, catch your Strawberry. Now it happens that modern horticulture has produced a *Strawberry eminently worth catching*, for ANYBODY'S cake—whether he be big or little—rich or poor. It is the world's most wonderful berry. It not only TASTES MIGHTY GOOD, but it yields *bumper crops*. Its name is

The “Everbearing”

—and it is grown and sold by the old reliable Des Moines Nursery Company of Des Moines, Iowa—known for almost half a century for their honest stock and their honorable dealing.

The “EVERBEARING” Strawberry is an American variety, and the child of the Hawkeye State. It has a beautiful dark red color, inside and out, and all who have raised it are loud in their praise of its sweet, exquisite flavor. To quote the “wimmen folks,” “it certainly does make good shortcakes.”

“Everbearing”

FALL MONEY-MAKERS

I planted two dozen Everbearing plants in the spring of 1912, kept the blossom buds all cut off, and raised about 700 plants the first year. These I planted this spring. Commenced picking in August and sold \$50.45 worth of berries, besides raising thousands of plants. The Everbearing has proved to be the best small investment I have ever made.

A. BRACKETT, Excelsior, Minn.

Raising Luscious Strawberries

IN

The Fall

A Pleasing and Paying Diversion

Folks act a little kittenish and sort of skeptical, when we tell them that with the "EVERBEARING" they can raise the finest kind of market Strawberries right up till the frost comes—but it's the actual *truth*, just the same. We have tested this wonderful new variety out in our own nurseries—and know that

The "Everbearing"

will do just this. It will start bearing A WEEK ahead of *any other variety*—and it can be made to KEEP ON BEARING TILL FALL! *It won't be many years before everybody will know that the "EVERBEARING" is really the only "worth-while" berry on the market.*

Strawberry growers are familiar with the fact that ordinary varieties of June Strawberries are good for but one strong yield, but the marvelous thing about the "EVERBEARING" is, it is good for two big yields—in *early June and again in October.*

Enthusiasm

A SURPRISED DAKOTA MAN

Last April I set out one dozen plants of the Everbearing Strawberry, and to say that I am happily surprised is not saying enough for this great berry. Since August 15th I have picked them six times and everyone who has seen them has thought them very wonderful.

E. A. LEACH, Colman, So. Dak.



The "Everbearing" Strawberry

The Shortcake Lover's Favorite

Once the shortcake enthusiast gets a taste of a luscious cake filled with "EVERBEARING"—it's "all off" with any other kind of strawberry. And once the raiser sees the results that this

Selling Wonder of the Horticultural World

will do for him, it's no use to ask him to set out anything else. The reasons are many:

"EVERBEARING" has vigorous blight-resisting leaves.

"EVERBEARING" is a most hardy winterer.

"EVERBEARING" yields annually two bumper crops.

"EVERBEARING" catches the big early and late prices.

"EVERBEARING" vitality does not exhaust with one yield.

"EVERBEARING" has an incomparable flavor.

"EVERBEARING" is an exceptional plant-maker.

Do not fail to get in your orders *now* for this peerless "EVERBEARING" STRAWBERRY—the *last word in strawberry-raising progress*.



DES MOINES NURSERY CO.

DES MOINES, IOWA